

my 81

Find out
how to change
your present office
into the efficient,
cost-effective
office of the
'80s!

MANAGING TELECOMMUNICATIONS

June 1-5/San Francisco
July 20-24/New York
August 3-7/Atlanta
October 12-16/Washington, D.C.



AMA 



TELECOMMUNICATIONS WILL SHAPE THE LEADING EDGE OFFICE OF THE 80's!

The changes that are coming because of improvements in telecommunications are dramatic. Get the training you need to keep up with this rapidly growing field at **MANAGING TELECOMMUNICATIONS.**

Run your department in a smoother, more cost-effective way

This practical 4½-day course provides you with both the broad and detailed basics you need to have to utilize the new — and existing — technology that will shape the office of the '80s and '90s. Plus — you'll see how you can get more for every dollar you spend on telecom equipment and systems.

Grasp complex systems in simple, easy-to-understand terms

We'll define and sort out the various systems that are available and translate industry jargon into plain English. You'll also be able to make sense out of tariffs...key systems...PBX systems...determine traffic and operator loads...investigate private suppliers...and interface with data communications.

Get a balanced perspective from top authorities in the field

Our course leaders will present a balanced program of information giving you three different perspectives on the telecom industry — the consultant's...the phone company's...and the user's. Plus — they'll assign problems and discuss their solutions with you. This way you can start to apply what you've learned immediately back on the job.

Register today with the handy Registration Card.

Invaluable Course Notebook

Each registrant will receive a hefty, 250-page course notebook that includes every telecom subject covered in the course. In addition, there will also be other hand-out materials and appropriate literature which will serve as an invaluable reference source back on the job.

MANAGING TELECOMMUNICATIONS

In San Francisco

June 1-5, 1981
Miyako Hotel
Meeting No. 12528GE-81

WILLIAM F. WARNER
Chairman of the Board
The Warner Whitney
Group, Inc.
Houston, Tex.

Course Leaders

JERRY JAMES
Vice President, Consulting
Operations
The Warner Whitney
Group, Inc.
Houston, Tex.

In New York

July 20-24, 1981
AMA Headquarters
Meeting No. 12528GE-82

RICHARD A. KUEHN
President
RAK Associates
Cleveland, Ohio

Course Leaders

PAUL LEPPERT
Vice President —
Operations Manager
International Telecommuni-
cations Network
Chase Manhattan Bank, NA
New York, N.Y.

In Atlanta

August 3-7, 1981
AMA Management
Center
Meeting No. 12528GE-83

Course Leader

JOSEPH T. MASSEY, JR.
President
JTM Associates, Inc.
Atlanta, Ga.

Each 4½-day meeting starts Monday, 9:30 a.m.; ends Friday, Noon.

Future Session

October 12-16

Washington, D.C.

#12528GE-85

Meetings of Related Interest

Interconnect: How to Select, Purchase and Install a Telephone System

July 13-15	San Francisco	#12527GE-67
August 17-19	New York	#12527GE-68
October 26-28	Chicago	#12527GE-69
November 23-25	Atlanta	#12527GE-70

Fundamentals of Telecommunications for the Non-Telecommunications Managers

September 21-23	Atlanta	#12538GE-04
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Electronic Mail: How it Can Increase The Scope & Productivity of Business Offices

July 20-21	New York	#12741GE-01
September 21-22	Chicago	#12741GE-02

3.4 CEUs awarded. The Continuing Education Unit is a nationally recognized, standard unit of measurement that you earn for participating in qualified programs of continuing education.

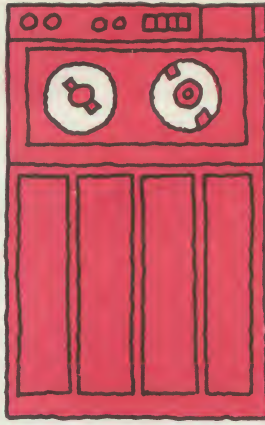
For more information on this course, contact Milt Reitzfeld at AMA Headquarters in New York City. (212) 586-8100.

Who Should Attend

An introductory course for people new in the field, or those seeking a refresher. A practical, in-depth approach for administrators and executives who are responsible for managing and operating corporate telecommunications functions.



COURSE OUTLINE



Introduction to Communication

History of the Telephone Industry

The Telephone Industry Today

- A.T.&T. and the independents
- Interconnect
- Specialized common carriers

Tariffs/The Departments of a Telephone Company

- Understanding and using tariffs
- Telephone company organizational structure

The Corporate Communications Department

- Purpose and duties
- Staffing
- Records administration

Private Communications Consultants

- Types of consultants
- Selection and use

Understanding Telephone Bills

- Service and equipment
- Message units
- Toll and long distance
- Other charges and credits
- Miscellaneous items

Traffic and Operator Loads

- Method of obtaining information
- Determining rejection rates
- Determining local trunks needed
- Operator workloads

Selection and Types of Facilities

- Types of telephone systems
- Selection of facilities

PBX Systems, Non-DID

- Types of switching
- Types of modulation
- System features

PBX Systems, DID (DIRECT INWARD DIALING)

- Types of DID systems
- Trunking
- Installation criteria

Key Telephone Systems

- Key systems behind PBX
- Key systems connected to central office

Selecting a Telephone System

- Initiating a system investigation
- Selecting vendors
- Economic comparisons
- Contracts
- Installation planning

Data Communications

- Transmission methods and types
- Network types
- System components

- Errors
- Planning a system

Data Terminal Selection

- Hard copy terminals
- Cathode ray tubes
- Facsimile equipment

Data Lines And Modems

- Data lines
- Modems and couplers

Computer Front Ends

- Access methods
- Multiplexing
- Concentration

Alternatives To Toll

- WATS (Wide Area Telephone Service)
- Point-to-Point and tandem lines
- Switched services
- Private line sources

Engineering for Alternatives to Toll

- Selection considerations
- Determining quantities of special facilities

Telephone Call Accounting

- Control of usage
- Message unit controls
- Toll controls
- Special facility controls

Automatic Call Distributors

- Definition and types
- Determining quantities
- Staffing requirements

International Communications

- Types of facilities
- Major carriers
- Cablegrams
- International telex
- Leased channel service

Written Record Carriers

- Mailgram
- Telegram
- Written record dial-up service
- Hot line
- Broadband exchange service
- Info-Com

The Future of Telecommunications

Send for a FREE copy of AMA's Course Catalog!

The ALL-NEW AMA Management Development Guide lists specific courses to help you move ahead in your career. Send for your free copy now. Just check the box on the Registration Card. Or, write: AMA Headquarters, 135 West 50th St., New York N.Y. 10020.

Ask About In-House Training!

For details about related in-house versions of this program, contact AMA's In-House Development and Training Division in New York. (212) 586-8100 Ext. 162.

REGISTRATION INFORMATION

IMPORTANT: Always give the complete meeting number and title—plus the **Priority Code** shown on or adjacent to the mailing label on this announcement. This will expedite your registration.

3 Ways to Register Fast

- **PHONE (212) 246-0800.** (Direct Line to Registrar *Only*.) Other calls dial (212) 586-8100.
- **TWX 710-581-6530**
- **COMPLETE AND MAIL THE REGISTRATION CARD**

Registration Fees The full fee is payable in advance and includes the cost of meeting materials.

Individual Fees	AMA Members	Non-members*
Each 4½-day Meeting	\$675	\$775

Send Teams At Reduced Fees—During the meeting they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same session of a meeting are:**

Team Fees	AMA Members	Non-members*
Each 4½-day Meeting (per person)	\$575	\$675

Note: Other discounts are available for larger groups. For details please contact AMA's Registrar.

***Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.**

Check Your Confirmation Notice

Occasionally AMA must change the location of a meeting within a city after announcing it. Thus, we urge you to double check the Registration Confirmation Notice you receive to be sure of your exact meeting location. If you have any questions, contact AMA's Registrar in New York (212) 246-0800.

NOTE: You can register up to the time of the meeting. However, do not come to a meeting without confirmation. If it has not arrived before the meeting date, contact AMA's Registrar.

What To Do When You Must Cancel Your Registration. Confirmed registrations cancelled less than two weeks before the meeting are subject to a \$100 service charge. Registrants with confirmed applications who fail to attend are liable for the entire fee unless they contact AMA's Registrar prior to the meeting to cancel.

How to Receive Priority Treatment When You Book Hotel Space AMA does not arrange hotel accommodations. However, the following hotels will hold a block of rooms up to two weeks before your course starts. To make a reservation, contact the hotel directly. Be sure to act promptly—and mention AMA for preferred treatment.

In Atlanta: Colony Square Hotel (404) 892-6000 (Immediately adjacent to the AMA Management Center—Atlanta).

In Chicago: Marriott Motor Hotel (312) 693-4444 (Immediately adjacent to the AMA Management Center—Chicago, at O'Hare Airport).

In New York: Sheraton Centre (at Seventh Avenue and 52nd St.) (212) 582-6140, and the New York Hilton (at Rockefeller Center) (212) 594-4138.

In Other Locations: Contact the hotel where your AMA courses will be held.

Tax Deduction for Educational Expenses

Treasury regulation § 1 162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.

The American Management Associations accepts registrations irrespective of race, sex, color, and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.

REGISTRATION CARD

American Management Associations
135 West 50th Street
New York, N.Y. 10020

Register Fast by Phone (212) 246-0800. For registering only. Mention the Priority Code shown on or adjacent to the mailing label on this announcement. All other calls: (212) 586-8100.

IMPORTANT! To expedite your registration, fill in the **Priority Code** shown on or adjacent to the mailing label on this announcement.

☐☐☐

Please register the following executive(s) for the indicated session of **MANAGING TELECOMMUNICATIONS:**

- | | | | |
|---|----------------------------------|---|----------------------------------|
| <input type="checkbox"/> June 1-5/San Francisco | Meeting No.
12528GE-61 | <input type="checkbox"/> August 3-7/Atlanta | Meeting No.
12528GE-83 |
| <input type="checkbox"/> July 20-24/New York | 12528GE-82 | <input type="checkbox"/> October 12-16/Washington, D.C. | 12528GE-85 |

Name (Please print) _____ Title _____
Company (Please use full name) _____ Division _____
Street _____
City _____ State _____ Zip _____
Tel. No. (area code) _____ ☐ This confirms telephone registration

Please list names and positions of team registrants on an additional sheet

Payment Instruction:
The full fee is payable in advance
☐ Payment enclosed.
☐ Bill my company.

Please Send The Following:
☐ AMA Membership Information.
☐ AMA's Course Catalog.

For office use only.

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American Management Associations
135 West 50th Street
New York, N.Y. 10020

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BOX 3
SCHOOLEYS MTN

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NJ 07870

Are your name, title and address correct on the mailing label? If not, please indicate the necessary corrections and return the entire mailing piece in an envelope to: List Dept., AMA, 135 W. 50th St., New York, N.Y. 10020

Attention Mailroom Personnel: Please reroute if necessary! If undeliverable to addressee, this important dated announcement should go to your organization's Vice President of Administration.